

MEDIA ADVISORY

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FREE Local Caregiver Conference in partnership with Scripps Health Talking About the Hard Stuff

WHAT: Join Alzheimer's San Diego and Scripps Health for a FREE half-day conference featuring conversations about dementia-related changes that occur beyond memory loss.

WHO: Attendees will hear from:

- Holly Yang, MD, Hospice and Palliative, Medicine Specialist, Scripps Health
- Amy Abrams, MSW/MPH, Education & Outreach Manager, Alzheimer's San Diego
- Mary Ball, President & CEO, Alzheimer's San Diego

WHEN: Saturday, March 5, 2016: Registration 8am | Presentations 9am-12pm

WHERE: Scripps Memorial Hospital La Jolla - Schaetzel Center
9888 Genesee Avenue, La Jolla, CA 92037

WHY: Today more than 60,000 San Diegans are suffering from Alzheimer's disease and there are more than 150,000 individuals who love and care for them. With these numbers set to double in the next fifteen years, it is critical that those suffering have the information and resources to get them through this incredibly difficult journey.

Many do not understand that Alzheimer's disease is much more than memory loss. As the disease progresses, individuals will also experience changes in behavior, mood and overall cognitive ability. This conference will give attendees a sense of what to expect and how to cope when these changes arise.

CONTACT: For additional information or to set-up media interviews, please contact:
Jamie Hagan: 858.966.3290 or jhagan@alzsd.org

IMPORTANT: Late last year, the board of the San Diego chapter of the Alzheimer's Association® announced their decision separate from the National Alzheimer's Association®. **Alzheimer's SAN DIEGO**, a new, locally-operated organization has been formed in order to best serve those affected by Alzheimer's and dementia in San Diego. The new entity, under the local team San Diego has grown to know and trust, has taken over the programs and partnerships that the community has relied on for more than 35 years.

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